



RIDLEY MOY
COMMUNICATIONS

Easy, Attractive, Social, Timely

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Communications Consultant



EASY, ATTRACTIVE, SOCIAL, TIMELY

- Checklists help us remember important steps in a process, particularly in stressful situations.
- Simplification: more likely to take action when it's easy for us to do so.
- Chunking. Break up goals into manageable tasks. Small achievable goals.



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by 31 March 2015**

1. Go to:
www.haverinq.gov.uk/renewbin
2. Log into or Register for
'My Account'
3. Select your contract from the
drop down menu
4. Tick to accept terms and
conditions and click 'submit'
5. Enter your payment card
details and click 'continue'
(no transaction fee for a debit
card, 1.5% transaction fee for
a credit card)
6. Check payment details and
click 'pay now'

You will receive confirmation of
your renewal by email.

THANK YOU - ALL DONE

EASY, ATTRACTIVE, SOCIAL, TIMELY

- Ordering effect: where you place information influences how its perceived. Best choices first or last.
- Friction costs: we can be deterred by seemingly small barriers. REMEMBER ITS NOT JUST ABOUT COMMUNICATIONS!!!!

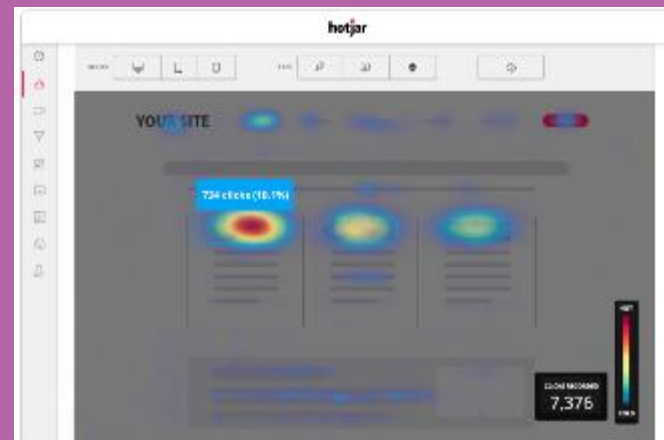


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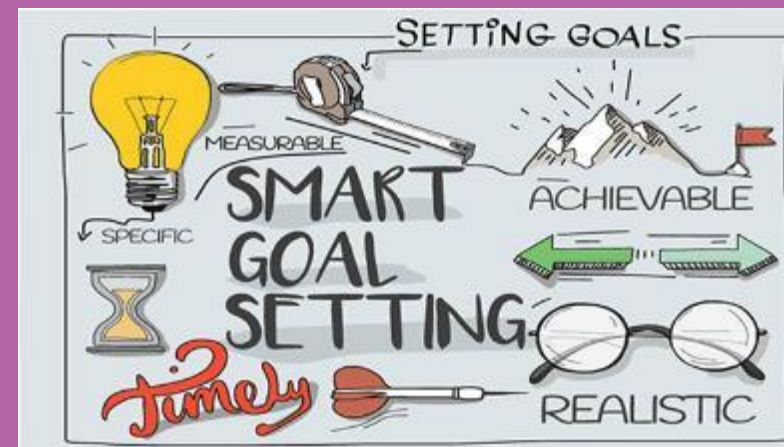
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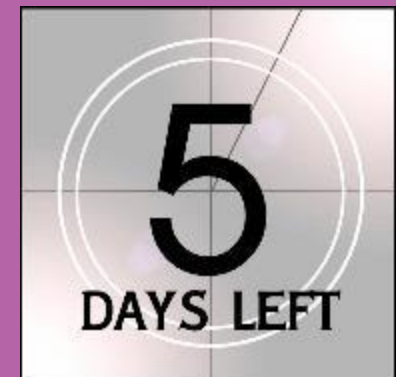
EASY, ATTRACTIVE, SOCIAL, TIMELY

- Substitution: easier to substitute for a similar behaviour. Walking to cycling.
- Default option: automatically enrolling people into a workplace pension.
- Goal setting: break down into manageable goals.



EASY, ATTRACTIVE, SOCIAL, TIMELY

- Framing effect: Food described as 99% fat free, more favourable than food as described 1%.
- Personalise: handwrite a message on the envelope.
- Scarcity: we are more attracted to goods if we believe supply is limited.



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- Loss aversion: we dislike losses more than we like gains of an equivalent amount.

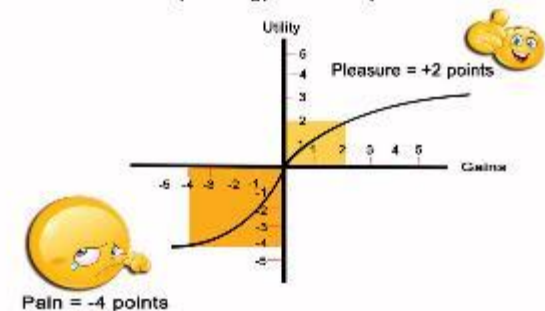
<https://youtu.be/ib9xyJrnnv1I>

- Endowment effect: we tend to value objects we already own more than ones we do not yet own.

<https://youtu.be/cgXEyNhdDTI>

LOSS AVERSION

(The Psychology of Money Series*)



article by ROSE FRES FAUSTO
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ENDOWMENT EFFECT – THE TICKETS EXPERIMENT

\$2,400



\$175

LOTTERY WINNERS (HAVE A TICKET) - FOR HOW MUCH WOULD YOU SELL?
LOTTERY LOSERS (DON'T HAVE A TICKET) - FOR HOW MUCH WOULD YOU BUY?

EASY, ATTRACTIVE, SOCIAL, TIMELY

- **Reciprocity**: we have an inherent desire to help those who have helped us in some way.
<https://youtu.be/cFdCzN7RYbw>
- **People helping people**: encourage citizens to help one another. People feel good about helping each other.
- **Social ranking**: people like feedback on how their performance compares to others.
- **Network nudge**: we are influenced by what others do, if my team takes on a walking challenge I'm more likely to do it too.



EASY, ATTRACTIVE, SOCIAL, TIMELY

- Messenger effect: we are heavily influenced by the communicator of information.



EASY, ATTRACTIVE, SOCIAL, TIMELY

- Commitment contract: we are more likely to achieve a goal if we commit to it, especially if coupled with a penalty.
- Descriptive norm: cue from other people's behaviour, 9 out of 10 people pay their Council Tax on time.
- Feedback: we are more likely to achieve our goal if we are given structured performance on how we perform in relation to your goal.



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- Implementation intention: we are more likely to do something if we specify how, when and where we will do it.
- Foot-in-the-door request: initial small request, larger request later.
- Prompt: more likely to undertake an activity if given a prompt. If you are honest you will avoid a fine.
- Head Start: 2 pre-stamped boxes on a coffee stamp collection card.



Get in touch

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<https://www.linkedin.com/in/dominicridleymo/>